

Your guide to fundraising

acorns

Your local children's hospice





What we do

Acorns Children's Hospice provides care, support, fun and laughter for life limited and life threatened babies, children and young people and support for their families.

We provide care in our three hospices, Acorns in Birmingham, Acorns for the Three Counties and Acorns in the Black Country, as well as in the family home and community.

Our hospices provide a home from home environment where children can take part in a variety of fun and therapeutic activities, from arts and crafts sessions to hydrotherapy. Children visit Acorns for short breaks, end of life and emergency care, whilst providing families with a much needed break from caring round the clock.

Acorns is here to help families feel equipped to cope at every stage of their child's life with our dedicated team offering psychological, emotional and practical support. Our team of health and social care professionals provide a range of services including bereavement support, advocacy and a number of dedicated support groups.

The difference your fundraising makes

By choosing to fundraise for Acorns you are helping us to make every day count for the children and families we support, thank you.

In the past year we have cared for over 870 children and more than 1,140 families, including those who are bereaved. It costs Acorns almost £10 million every year to provide our vital care services¹.

We rely heavily on people like you to fund the majority of this amount and so every bit of fundraising, no matter how big or small, helps us to make a real difference in the lives of the children and families who need us.

£60 will pay for one hour of face to face support from a Family Team Worker

£120 will pay for a child to enjoy a hydrotherapy session with a physiotherapist at Acorns

£850 will pay for a 24 hour short break for a child in a hospice



“Acorns has given us the memories that we’re going to rely on. Although it’s an unimaginable thing that we’ve gone through, we’re stronger because of Acorns.” - dad Vikas

**“Acorns isn’t just a hospice with staff, they are an extension of my family and I can’t thank them enough for everything they do.”
- mum Chealse**

¹All facts and figures are based on 2017/2018 accounts as reported online at www.acorns.org.uk/publications

Fundraising ideas



On your own

Run, swim or cycle

Get active by taking part in a sporting challenge, get fit and raise money in the process!

Brave the shave

Raise money through being sponsored to shave off your hair, beard or eyebrows.

Give it up

Give up one of your guilty pleasures like chocolate, alcohol or TV and get sponsored!

Spare change

If you have lots of spare coins lying around why not save them and donate to Acorns?

Bean bath

Take a dip and bathe in some beans, ask your friends, family and colleagues to sponsor you.



At work

A day's wages

Donate a day's wages to charity and be sure to ask your employer to match it!

Fun Friday

Why not have a dress down day or casual Friday, asking for a donation in return? You could also bake some treats to sell!

Charity match

Hold a charity football match with your colleagues, ask for a donation to play or sponsor the players.

Pay for a Day

Could your workplace Pay for a Day at one of our three hospices? Raise £7,000 and you could fund 24 hours of vital care.



With family & friends

Quiz night

Host a charity quiz, this could be themed or general knowledge. Charge for entry and include a raffle to raise extra funds.

Fundraising groups

Join your local fundraising group or set up your own with your friends and family. From glamorous balls to bake sales, our fundraising groups do it all.

Bucket collection

Arrange a bucket collection with your friends at your local supermarket or community event.

Acorns events

Check out our events calendar to see what activities we've got going on. There's something for everyone from fun runs to skydives!



At school, college or university

Coffee morning or bake sale

Make coffee or bring in cakes and ask for donations.

Tabletop sale

Organise a tabletop sale at your local school, college or university with the proceeds going to Acorns.

Raffle

Ask local businesses to donate prizes and organise a raffle.

Have a party

Whether it's in the classroom or a full blown street party. Invite everyone along to enjoy party food and games, in exchange for cash.

Make your fundraising great

Simple tips to maximise your fundraising

Set up a JustGiving page

JustGiving pages are a quick, simple and secure way to collect donations. It's easy to share your story, raise funds and track your fundraising using this online tool. Plus if you're organising an event, even those who can't attend can still make a donation.

Set yourself a target

Setting a target of how much you want to fundraise gives you a goal to aim towards. Share this target with your friends and family and it may encourage them to give more. Don't be afraid to be ambitious - supporters are often surprised at how quickly the money adds up.

Download resources

Be sure to visit www.acorns.org.uk/fundraising-support to download our free fundraising materials. We've got lots of things to help you, from sponsorship forms to family stories you can share, to show the difference fundraising makes.



Spread the word

Don't be afraid to tell as many people as possible about what you're doing. Using social media is a great way to get the word out to friends, family and colleagues. Telling people why you're raising money for Acorns is a good way to help motivate them to get involved.

Gift Aid

Don't forget to ask people to Gift Aid their donation if they are a UK taxpayer. Gift Aid is a scheme introduced by HM Revenue and Customs which allows Acorns to claim an extra 25p for every £1 donated.

Match funding

Local companies often run match funding schemes where they will match the amount you raise. Think about which companies you know that may be interested in doing this e.g. your workplace and don't be afraid to ask them.

Considering a larger event?

Watch the clock

Creating a plan and sticking to it can really help to make your fundraising a success! Everyone has busy lives to lead, so be sure to give yourself plenty of time to reach your target or plan your event and make the most of your fundraising.

Assemble your team

Ask friends and family to help you organise your event, you could even set up a group or committee to help you. Not only does it help to spread the workload, but they might have some good contacts that can support or promote your event.

Find a great venue

If you're holding a fundraising event think about whether you want it indoors or outdoors, the size of the venue you require and what facilities or equipment you may need. Don't forget to mention that your event is for charity, you may get the venue for a reduced rate or even for free!



Keep an eye on your budget

If you need any equipment for your event check first if you are able to borrow it. Asking local businesses to donate prizes is also a great way to keep costs down, meaning more money can go towards your target and our care for local children.

How to pay in your money

Once your fundraising is over it's important to thank everyone that's been involved and be sure to tell them how much money you've raised! It's also a good chance to chase people for any last minute donations.

Paying in your fundraising money couldn't be simpler

Pay it in online at
www.acorns.org.uk/pay-in-your-money
By paying your money in online you'll be saving Acorns money in processing fees.

Send a cheque in the post to
Supporter Services, Drakes Court, Alcester Road, Wythall, Birmingham, B47 6JR.

How we can help

Whether you need some materials or just have a quick question, we are here to help you with your fundraising.

If you're fundraising by yourself or within your community please contact

01564 825 037

supporterservices@acorns.org.uk

If you're a business owner or interested in forming a corporate partnership please contact our Corporate Team on 01564 825 000 or at corporate@acorns.org.uk

Join the conversation

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